## Message Text

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PAGE 01 NEW DE 15104 081643Z

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ACTION COME-00

INFO OCT-01 NEA-10 ISO-00 EB-06 RSC-01 /018 W

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R 081137Z NOV 74

FM AMEMBASSY NEW DELHI

TO SECSTATE WASHDC 5149

INFO AMEMBASSY ISLAMABAD

AMCONSUL BOMBAY

AMCONSUL CALCUTTA

AMCONSUL KARACHI

AMCONSUL LAHORE

AMCONSUL MADRAS

**UNCLAS NEW DELHI 15104** 

PLEASE PASS COMMERCE

E.O. 11652: N/A TAGS: BEXP XB

SUBJECT: MINE/MINE PLANT PROCESSING/EARTHMOVING AND CONSTRUCTION EQUIPMENT TRADE MISSION

REF: NEW DELHI 14798

- 1. WE WELCOME HERB SOCKS' VISIT PARTICULARLY SINCE WE URGENTLY NEED THE COMPANY BROCHURES AND OTHER INFORMATION HE IS CARRYING. HIS VISIT SHOULD ALSO ENABLE US TO SETTLE SOME NEWLY-INTRODUCED FEATURES WHICH APPEAR IMPRACTICAL AND/OR UNDESIRABLE.
- 2. WE HAVE UNDERTAKEN MOST OF THE ADVANCE WORK AS IT WAS ALREADY OVERLY-DELAYED AND CAN BEST BE HANDLED BY PERSONNEL FAMILIAR WITH LOCAL OFFICIALS, CONDITIONS AND RESOURCES. WE INTEND TO ADHERE TO THE SCHEDULE PROPOSED AND WILL NOT INCLUDE BANGALORE AS IT IS NOT OF MAJOR SIGNIFICANCE IN THE MINING OR OTHER PRODUCT AREAS COVERED BY THIS TRADE MISSION. IF BANGALORE HAD MERITED INCLUSION WE WOULD HAVE RECOMMENDED SAME.

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PAGE 02 NEW DE 15104 081643Z

3. ALTHOUGH STATE 232174 (SEE ITEM #8) HAD INDICATED

THAT "THE MISSION MEMBERS ARE IN ALMOST EVERY INSTANCE UPPER-LEVEL CORPORATE EXECUTIVES" WE FIND THAT ONLY FOUR COMPANIES WILL INDEED BE REPRESENTED BY PRESIDENTS OR VICE PRESIDENTS. SINCE THIS FACTOR REDUCES THE IMPORTANCE OF THE TRADE MISSION, IN INDIAN YEES AT LEAST, WE CONCUR THAT IT WOULD BE PRUDENT TO ELIMINATE THE SEMINAR PROGRAM WE HAD ENVISIONED.

- 4. WE ALSO NOTE THAT FERSEX INTERNATIONAL AND UTAL INTERNATIONAL HAVE BEEN INCLUDED IN THE TRADE MISSION AND ASSUME THAT BOTH ARE CEM HOUSES, PRESUMABLY SEEKING AGENCY REPRESENTATION IN INDIA. THERE IS A VERY STRONG LOCAL BIAS IN FAVOR OF DIRECT RELATIONSHIPS WITH US MANUFACTURERS RATHER THAN THROUGH CEM OR SIMILAR INTERMEDIARIES. WE WOULD HAVE GREATLY PREFERRED DEVOTING FULL TIME TO MAJOR MANUFACTURING AND ENGINEERING FIRMS CAPABLE OF PRODUCING COMPARABLE EXPORT SALES. BE THAT AS IT MAY, WE WILL DO OUR UTMOST TO ASSIST THOSE TWO FIRMS.
- 5. THE BROAD COMPSOTION AND CALIBER OF THE TRADE MISSION ALSO MAKES IT INADVISABLE AND INAPPROPRIATE FOR US TO SEEK GOI MINISTERIAL BRIEFINGS. WE WILL, OF COURSE, ARRANGE FOR MEETINGS WITH SENIOR GOI MINISTRY OFFICIALS BUT AT MORE APPROPRIATE TECHNICAL LEVELS SINCE ANY DISCUSSIONS HELD WILL DEAL WITH TECHNICAL RATHER THAN POLICY-LEVEL MATTERS.
- 6. THE EMBASSY WILL ARRANGE FOR THE PRINTING OF BROCHURES FOR PAKISTAN. UNFORTUNATELY, WE HAVE RAN OUT OF THE TIME WHERE INDIA IS CONCERNED.
- 7. WE APPRECIATE COMMERCE CONCURRENCE WITH OUR RECOMMENDATION THAT PROTOCOL CALLS BE KEPT TO AN ABSOLUTE MINIMUM AND THAT LOCAL REPRESENTATIVES NOT BE INCLUDED IN EMBASSY/CONSULATE BRIEFINGS.MOYNIHAN

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## Message Attributes

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Subject: MINE/MINE PLANT PROCESSING/EARTHMOVING AND CONSTRUCTION EQUIPMENT TRADE MISSION

TAGS: BEXP, XB To: STATE

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